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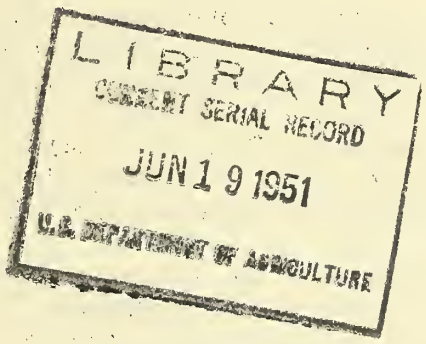
CONSUMER PURCHASES OF SELECTED FRESH FRUITS, CANNED AND FROZEN JUICES, AND DRIED FRUITS IN APRIL 1951



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

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FOREWORD

This report presents data on consumer purchases during April 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U.S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U.S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS, CANNED AND FROZEN JUICES, AND DRIED FRUITS APRIL 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Frozen concentrated orange juice purchases by householders in April 1951 totaled 1,892,000 gallons, practically unchanged from purchases in March and February. Consumers paid an average of 21.9 cents per 6-ounce can, slightly below the average in March.

On a fresh equivalent basis, April consumer purchases of fresh oranges and orange products (canned single strength and frozen concentrated juices) equaled about 5,990,000 boxes of fresh fruit, 15 percent larger than during the same month last year. For the season to date (October 1950-April 1951) frozen concentrated orange juice has accounted for 28 percent; canned single strength juice, 19 percent; and fresh oranges, 53 percent of the total orange purchases.

Frozen concentrated grapefruit juice purchases by householders amounted to 51,000 gallons in April 1951, at an average price of 15.5 cents per 6-ounce can. Frozen concentrated orange-grapefruit blended juice purchases were 111,000 gallons. The average price paid was 17.4 cents per 6-ounce can.

Total household purchases of canned single strength juices in April 1951 were about 5 percent below March levels, with declines noted in almost all the juices. For the season to date, household purchases of canned grapefruit juice were one-third larger than in the corresponding period of last season and orange-grapefruit blended juice purchases were up 5 percent, while orange juice purchases were 13 percent below last season. Householders in April paid higher average prices for most of the canned single strength juices than in March. Prices paid for canned citrus juices, however, continued to average well below the levels of a year ago.

Fresh orange purchases by householders totaled 3,401,000 boxes in April 1951, almost unchanged from March but 13 percent larger than in April a year ago. Householders bought 1,472,000 boxes of California-Arizona oranges, a 7 percent increase over March purchases and more than 30 percent higher than a year ago. Florida orange purchases of 1,412,000 boxes did not change materially from the preceding month or April 1950.

In April 1951 household consumers bought 1,660,000 boxes of grapefruit, almost 50 percent more than in April 1950. The average price paid for grapefruit in April--94 cents per dozen--was about 20 percent below the levels of a year ago.

Household purchases of fresh lemons in April amounted to 246,000 boxes--a 10 percent increase from March, and the average price was down about 10 percent.

In April 1951 householders purchased 5,405 tons of dried prunes, 11 percent less than in March and slightly below purchases in April last year. The average price paid by household consumers--27.1 cents per pound--remained unchanged from March. April was the first month of the current season that the price has not advanced.

Household purchases of dates in April declined 5 percent to 1,188 tons. Domestic dates represented 61 percent of the purchases; imported dates, 27 percent; while 12 percent were not identified as to origin. An average of 30 cents per pound was paid for domestic dates in April--the lowest price since records became available in October 1950. The average for imported dates was up slightly at 47.7 cents per pound.

FROZEN CONCENTRATED JUICES

Householders' purchases of frozen concentrated orange juice in April 1951 totaled 1,892,000 gallons, almost the same as the volume bought in March and February (fig. 3). Purchases, however, were 67 percent larger than during April 1950. For the season to date, October 1950-April 1951, householders have purchased about 13,700 gallons, or 66 percent more than in the same period last season.

Purchases of fresh oranges and orange products (frozen concentrated and canned single strength juices) in April 1951 were equivalent to approximately 5,990,000 boxes of fresh fruit, 15 percent above the total for April of last year (fig. 1). Frozen concentrated juice accounted for 26 percent of the total; canned single strength juice, 17 percent; and fresh oranges, 57 percent. For the corresponding month last season, frozen concentrated juice represented 18 percent; canned single strength juice, 24 percent; and fresh oranges, 58 percent.

Consumers paid an average of 21.9 cents per 6-ounce can for frozen concentrated orange juice during April 1951, slightly below the average of 22.1 cents paid in March (fig. 3). In April 1950, the average was 27.8 cents.

The proportion of families making purchases in April 1951 declined slightly to 18.3 percent, compared with 18.5 percent in March (table 1). In April a year ago, 14 percent of the families purchased frozen concentrated orange juice. The average size of each purchase continues to be larger than for the same months of last season. For April 1951, the average was 13.6 ounces, compared with 11.6 ounces in the same month of 1950. The highest monthly average recorded thus far was 14.1 ounces in February of this year.

Householders purchased 51,000 gallons of frozen concentrated grapefruit juice in April 1951 at an average of 15.5 cents per 6-ounce can (fig. 4). This price was about the same as in March but above the average in January and February.

Householders purchased 111,000 gallons of frozen concentrated orange-grapefruit blended juice during April 1951, compared with 129,000 gallons in March (fig. 4). The average price in April was 17.4 cents per 6-ounce can, practically unchanged from March.

CANNED JUICES

In April 1951 total household purchases of canned single strength juices were about 5 percent below March levels. Decreases were noted for almost all the canned juices in volume of purchases and proportion of families buying. Average prices paid by householders in April were generally higher than in March.

Householders bought 1,403,000 cases (equivalent No. 2 cans) of canned single strength orange juice in April, slightly below March and 10 percent below purchases in April 1950 (fig. 5). Canned grapefruit juice

purchases declined 7 percent from March to 975,000 cases in April but were more than 25 percent above the April 1950 level. Purchases of canned orange-grapefruit blended juice in April 1951 totaled 429,000 cases, a decline of 20 percent from March and 14 percent below April a year ago.

For this season to date (October 1950 through April 1951), total household purchases of canned single strength citrus juices were about 3 percent higher than during the same months of the 1949-50 season. Grapefruit juice purchases were one-third larger than in the corresponding period last season and orange-grapefruit blended juice purchases were up 5 percent. Purchases of canned orange juice, however, were 13 percent below last season (fig. 5).

Householders paid slightly higher prices for canned single strength citrus juices in April than they did in March. Average prices, however, were well below April 1950 levels (fig. 5). Householders paid an average of 28.4 cents per 46-ounce can of grapefruit juice in April 1951, 10 cents below a year ago but slightly higher than the 27.8 cents in March. The average price paid for canned orange juice in April was 33.2 cents per 46-ounce can, 1 cent above the March level but 6 cents below a year ago. The average price paid for blended juice was practically unchanged from March at 32.0 cents per 46-ounce can but was well below the 40.5 cents recorded in April 1950.

In April 1951 householders bought 1,493,000 cases (equivalent No. 2 cans) of canned tomato juice, compared with 1,529,000 cases in March and 1,610,000 cases in April 1950. The average price paid by householders was unchanged from March at 28.3 cents per 46-ounce can but 2 cents above the level of a year ago (fig. 6).

Household purchases of canned pineapple juice totaled 808,000 cases (equivalent No. 2 cans) in April 1951, only a slight decline from March but 18 percent below April 1950. The average price paid by householders was 38.0 cents per 46-ounce can in April, a slight increase over March. (For data on prune juice, see DRIED FRUIT section.)

FRESH CITRUS FRUIT

Household consumers bought 3,401,000 boxes of fresh oranges in April 1951, practically the same volume as in March but 13 percent larger than in April a year ago. The average price paid for oranges--47.7 cents per dozen--was slightly above the March level but a little below that of April 1950. Of the total fresh oranges purchased by householders in April 1951, 43 percent were identified as California-Arizona oranges, 42 percent as Florida, 1 percent as Texas, while 14 percent were not identified as to origin.

Household purchases of Florida oranges in April 1951 totaled 1,412,000 boxes, compared with 1,451,000 boxes in March and 1,340,000 boxes in April 1950. During the first 7 months of this season (October 1950-April 1951), householders bought approximately the same volume of Florida oranges as in the corresponding period last season (fig. 7). Householders paid an average of 44.6 cents per dozen for Florida oranges in April, slightly higher than in March but below the April 1950 average of 48.0 cents per dozen.

Purchases of California-Arizona oranges by householders totaled 1,472,000 boxes in April 1951, the largest volume reported during any month of this or the 1949-50 season. April purchases were 7 percent above the preceding month and more than 30 percent larger than a year ago (fig. 7). Prices paid by householders in April averaged about 52 cents per dozen, relatively unchanged from the preceding month or April 1950. For the first 6 months of the 1950-51 season (November-April) purchases were almost 10 percent larger than during the same period of the 1949-50 season.

In April 1951 householders bought 1,660,000 boxes of fresh grapefruit, only slightly below March but almost 50 percent more than in April 1950. In contrast to this season, purchases a year ago declined sharply from March to April (fig. 8). The average price paid for grapefruit in April 1951--94 cents per dozen--was slightly higher than in March but substantially below the $1.17 per dozen paid in April a year ago. Household purchases from September 1950 through April 1951 were about one-fourth larger than for the same period of last season.

Household consumers bought 246,000 boxes of fresh lemons in April 1951, at an average price of 42.3 cents per dozen. A 10 percent decline in average price from March was accompanied by a 10 percent increase in purchases. The volume of purchases and the average price paid in April 1951 were approximately equal to the levels of a year ago (fig. 8).

DRIED FRUIT

Householders purchased 5,405 tons of dried prunes during April 1951, 11 percent less than in March and slightly below purchases during the same month last year (fig. 9). Total purchases for the period October 1950-April 1951, however, are 9 percent larger than for the same months of last season. Consumers in April paid an average of 27.1 cents per pound for dried prunes, unchanged from the average in March but about 4 cents higher than the average in April of last year (fig. 9). This average price is the highest for any month during the period beginning October 1949, when these data became available.

The percentage of families buying dried prunes during the month declined slightly to 14.7 percent but was still above the 13.9 percent of April a year ago (table 4). Since October 1950, the percentage of families buying dried prunes has remained consistently above the proportion reporting purchases during the corresponding months of last season, but the average size of purchases has been slightly smaller. The average for April 1951 was 22.6 ounces per purchase (table 7).

Household purchases of prune juice declined about 14 percent from March to 334,000 cases (equivalent No. 2 cans) in April (fig. 9). The average price paid by householders increased for the eighth consecutive month, reaching 32.9 cents per 32-ounce bottle in April. Compared with a year ago, purchases in April 1951 were down about 20 percent, while the average price was 4 cents per 32-ounce bottle higher.

Total purchases of dates by householders in April 1951 declined to 1,188 tons, 5 percent below the level in March (fig. 10). Domestic dates represented about three-fifths of the purchases (725 tons), imported dates about one-fourth (315 tons), while one-eighth of the purchases (148 tons) were not identified as to origin.

Consumers paid an average of 30 cents per pound for domestic dates in April 1951, just slightly below the average in March. At the same time, the average price paid for imported dates, 47.7 cents per pound, was somewhat higher than in March (fig. 10).

The average size of consumer purchases of domestic dates increased to 17.7 ounces per purchase, compared with 15.1 ounces in March--the average for imported dates was 9.8 ounces, slightly higher than in the previous month (table 7).

Among the other dried fruits, there was a notable increase during April 1951 in household purchases of dried apricots and dried peaches, while purchases of dried apples declined (table 4). The average price paid for dried apples was higher than in March, while the prices paid for dried apricots averaged about the same both months. A slight decline was noted in the average price paid for dried peaches.

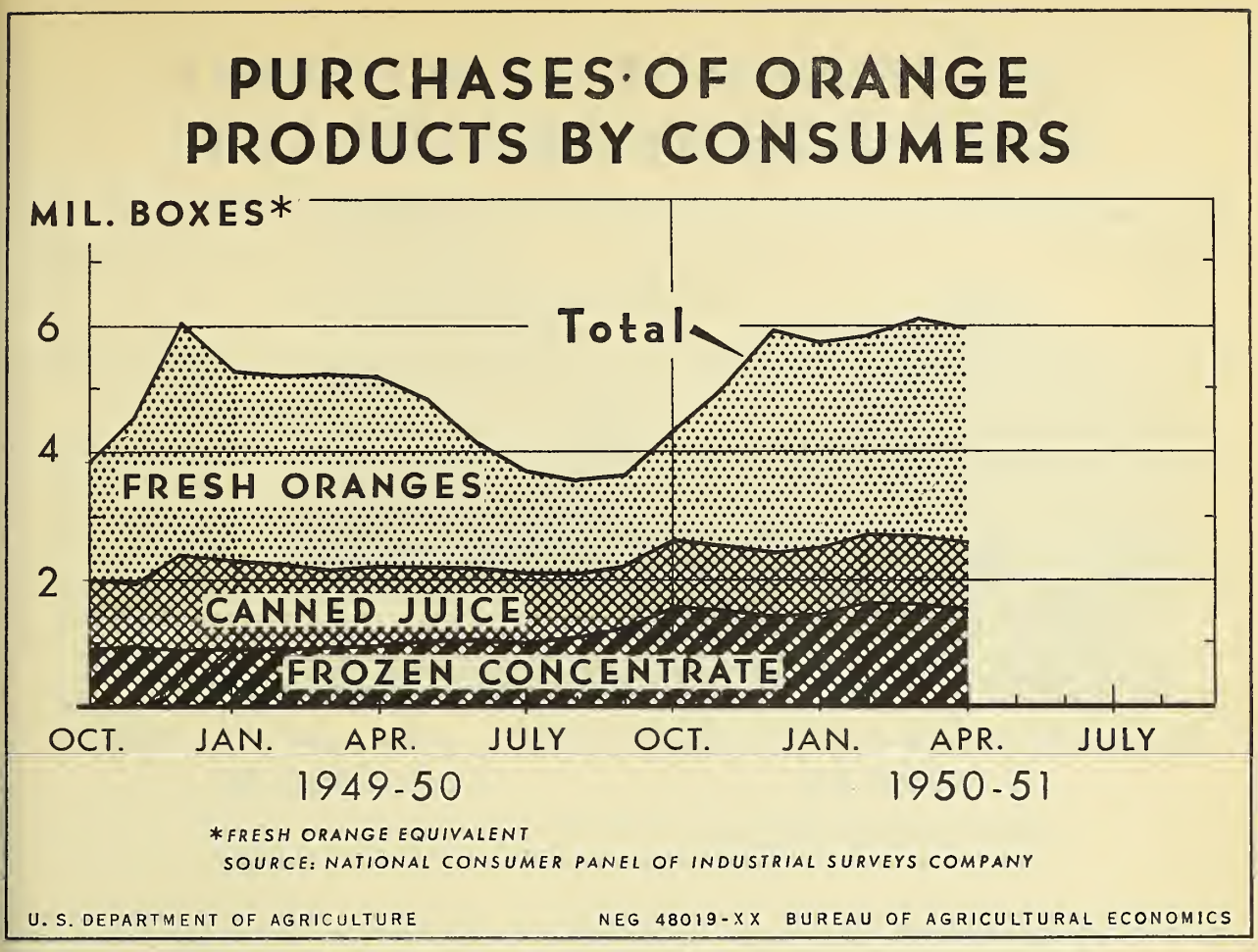

Fig.1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1949 to date

Period	Frozen concentrated orange juice 1/		Canned single-strength orange juice 2/		Fresh oranges		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,605	911 4/	1,068	1,097	1,686	1,868	4,359	3,876 4/
November	1,508	958 4/	1,061	1,013	2,266	2,556	4,835	4,527 4/
December	1,412	867 4/	1,056	1,544 4/	3,415	3,633	5,883	6,044 4/
October-December 3/	4,938	2,998 4/	3,464	4,047	7,985	8,808	16,387	15,853 4/
January	1,463	873	1,050	1,397	3,216	3,032	5,729	5,302
February	1,019	900	1,141	1,360	3,083	2,964	5,843	5,224
March	1,600	907	1,119	1,260	3,375	3,106	6,094	5,273
October-March 3/	10,044	5,908 4/	7,058	8,414	18,498	18,678	35,600	33,000 4/
April	1,546	937	1,043	1,259	3,401	3,002	5,990	5,198
May		1,027		1,186		2,620		4,833
June		1,039		1,151		1,965		4,155
October-June 3/		9,154 4/		12,335		26,860		48,349 4/
July		1,006		1,097		1,622		3,725
August		1,080		1,000		1,499		3,580
September		1,214		987		1,437		3,638
Season 3/		12,726 4/		15,677		31,797		60,200 4/

1/ Beginning with October 1950, these figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

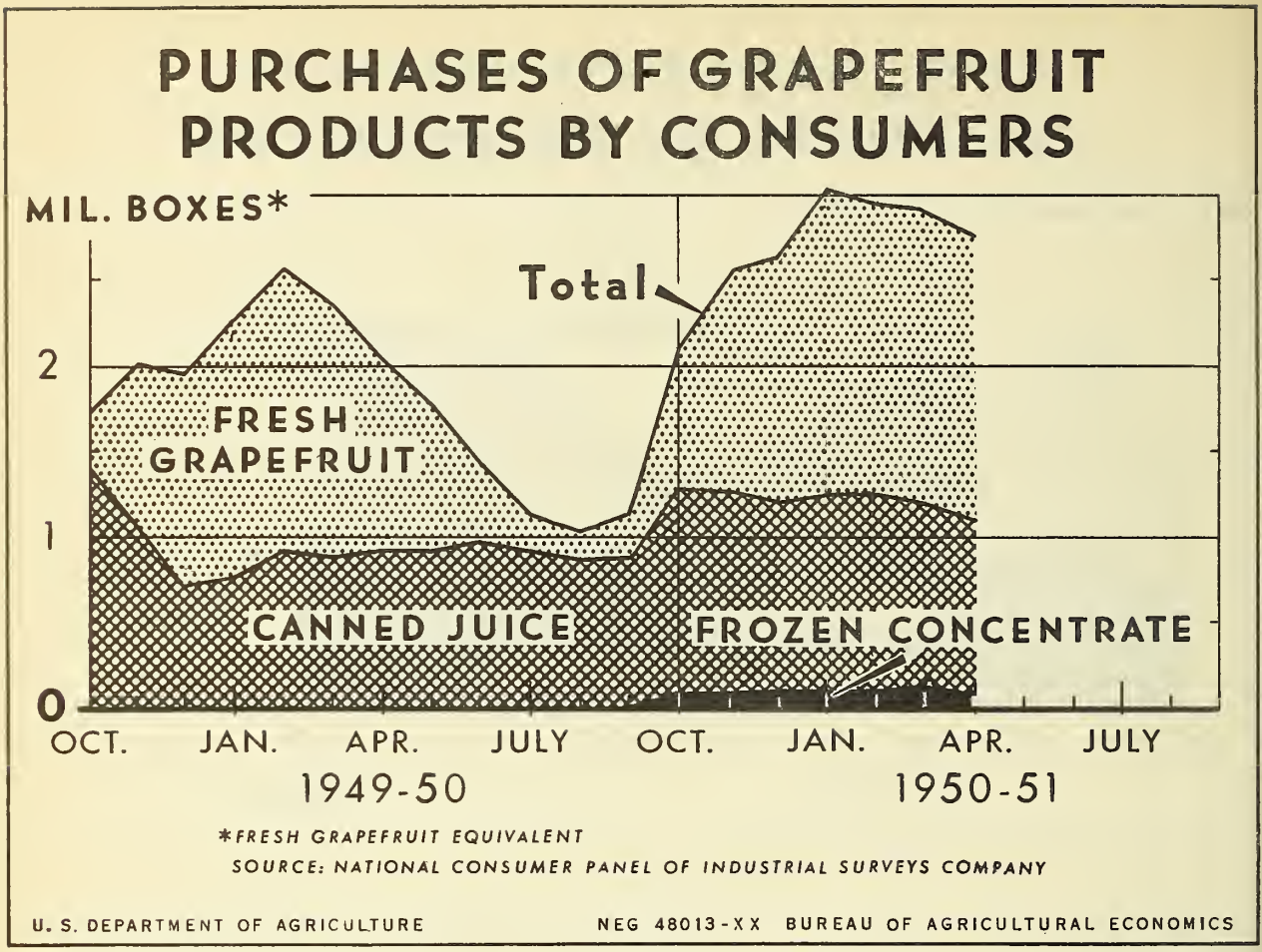

Fig.2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1949 to date

Period	Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Fresh grapefruit		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	105	-----	1,181	1,390	830	334	2,116	1,724
November	98	-----	1,151	1,065	1,319	953	2,568	2,018
December	102	-----	1,096	710 4/	1,425	1,255	2,623	1,965 4/
October-December 3/	335	-----	3,756	3,389	3,925	2,851	8,016	6,240
January	101	-----	1,139	745	1,810	1,533	3,050	2,278
February	107	-----	1,152	912	1,709	1,670	2,968	2,582
March	125	-----	1,081	880	1,713	1,477	2,919	2,357
October-March 3/	698	-----	7,431	6,148	9,547	7,929	17,676	14,077
April	87	-----	1,017	924	1,660	1,123	2,764	2,047
May		-----		922		861		1,783
June		-----		993		422		1,415
October-June 3/		-----		9,220		10,531		19,751
July		-----		929		214		1,143
August		-----		863		172		1,035
September		-----		874		262		1,136
Season 3/		-----		12,100		11,212		23,312

1/ Data on consumer purchases not available prior to October 1950. The 1950-51 figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

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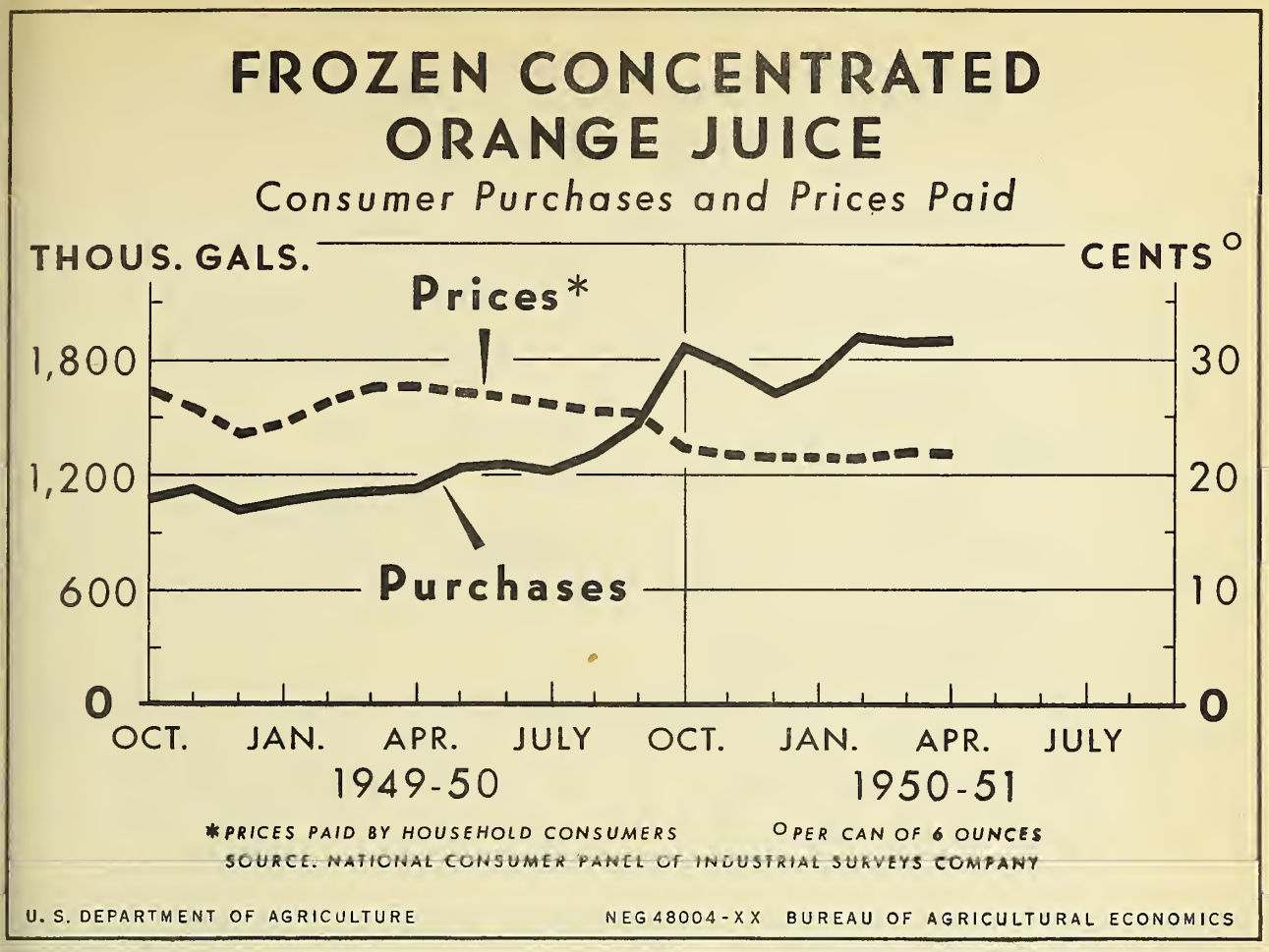

Fig.3.--Frozen concentrated orange juice: Consumer purchases and prices paid, October 1949 to date

Period	Purchases		Average prices per 6 oz. can	
	1950-51	1949-50	1950-51	1949-50
	1,000 gallons	1,000 gallons	Cents	Cents
October	1,865	1,076	22.1	27.3
November	1,762	1,131	21.7	25.9
December	1,638	1,024	21.6	23.7
October-December 1/	5,747	3,540		
January	1,716	1,057	21.6	24.4
February	1,917	1,089	21.5	26.4
March	1,872	1,098	22.1	27.7
October-March 1/	11,752	7,063		
April	1,892	1,134	21.9	27.8
May		1,243		27.2
June		1,258		26.8
October-June 1/		10,993		
July		1,218		26.1
August		1,308		25.7
September		1,470		25.5
Season 1/		15,318		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

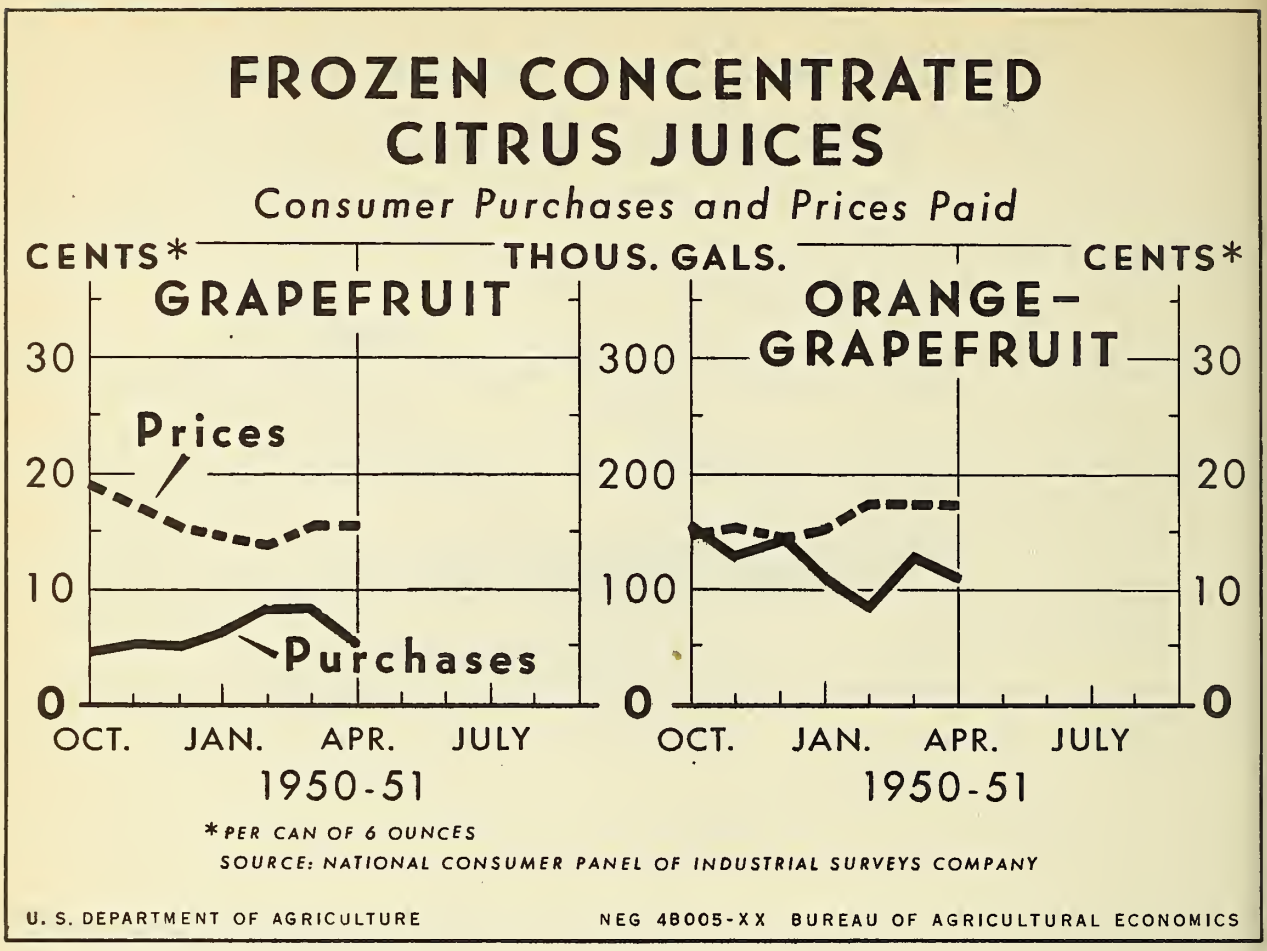

Fig.4.--Frozen concentrated citrus juices: Consumer purchases and prices paid, October 1950 to date

Period	Grapefruit		Orange-grapefruit blend	
	Purchases	Average prices per 6 oz. can	Purchases	Average prices per 6 oz. can
	1,000 gallons	Cents	1,000 gallons	Cents
1950-51				
October	45	19.1	157	14.8
November	51	17.4	129	15.4
December	50	15.6	142	14.5
October-December 1/	165		462	
January	63	14.8	111	15.1
February	83	13.9	86	17.4
March	84	15.6	129	17.5
October-March 1/	419		813	
April	51	15.5	111	17.4
May				
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

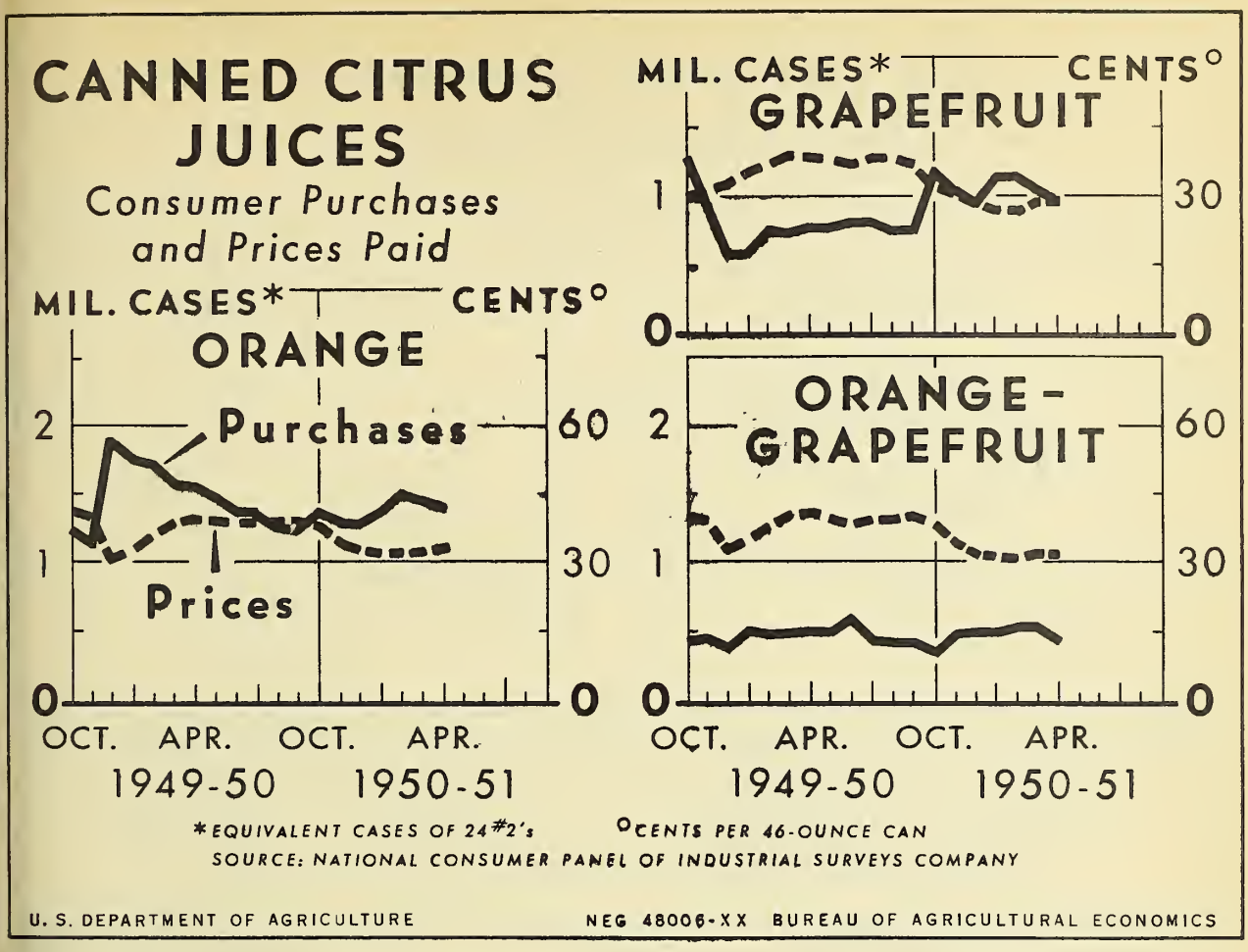

Fig.5.---Canned citrus juices: Consumer purchases and prices paid, October 1949 to date

Period	Oranges				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
Oct.	1,357	1,260	37.3	41.1	1,117	1,282	31.6	30.0	364	439	38.0	40.4
Nov.	1,284	1,137	33.7	39.6	1,022	919	30.3	30.8	489	461	33.7	39.3
Dec.	1,272	1,890	32.1	30.4	956	573	28.5	32.2	499	388	31.6	33.0
Oct.-Dec. 2/	4,248	4,770			3,390	2,967			1,485	1,385		
Jan.	1,368	1,763	31.5	32.3	1,138	570	27.3	35.2	499	500	31.1	34.8
Feb.	1,490	1,722	32.0	36.2	1,135	765	27.0	36.4	536	476	30.7	37.9
March	1,456	1,570	32.3	38.4	1,049	723	27.8	38.5	537	490	31.8	39.9
Oct.-March 2/	8,931	10,275			7,012	5,214			3,193	2,961		
April	1,403	1,565	33.2	39.1	975	768	28.4	38.0	429	498	32.0	40.5
May		1,462		38.4		767		37.8		494		39.2
June		1,365		37.8		798		36.6		588		38.0
Oct.-June 2/		15,068				7,737				4,674		
July		1,366		37.9		808		37.6		428		38.8
Aug.		1,236		38.4		744		37.7		411		39.3
Sept.		1,215		38.4		755		36.0		414		39.8
Season 2/		19,200				10,222				6,041		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

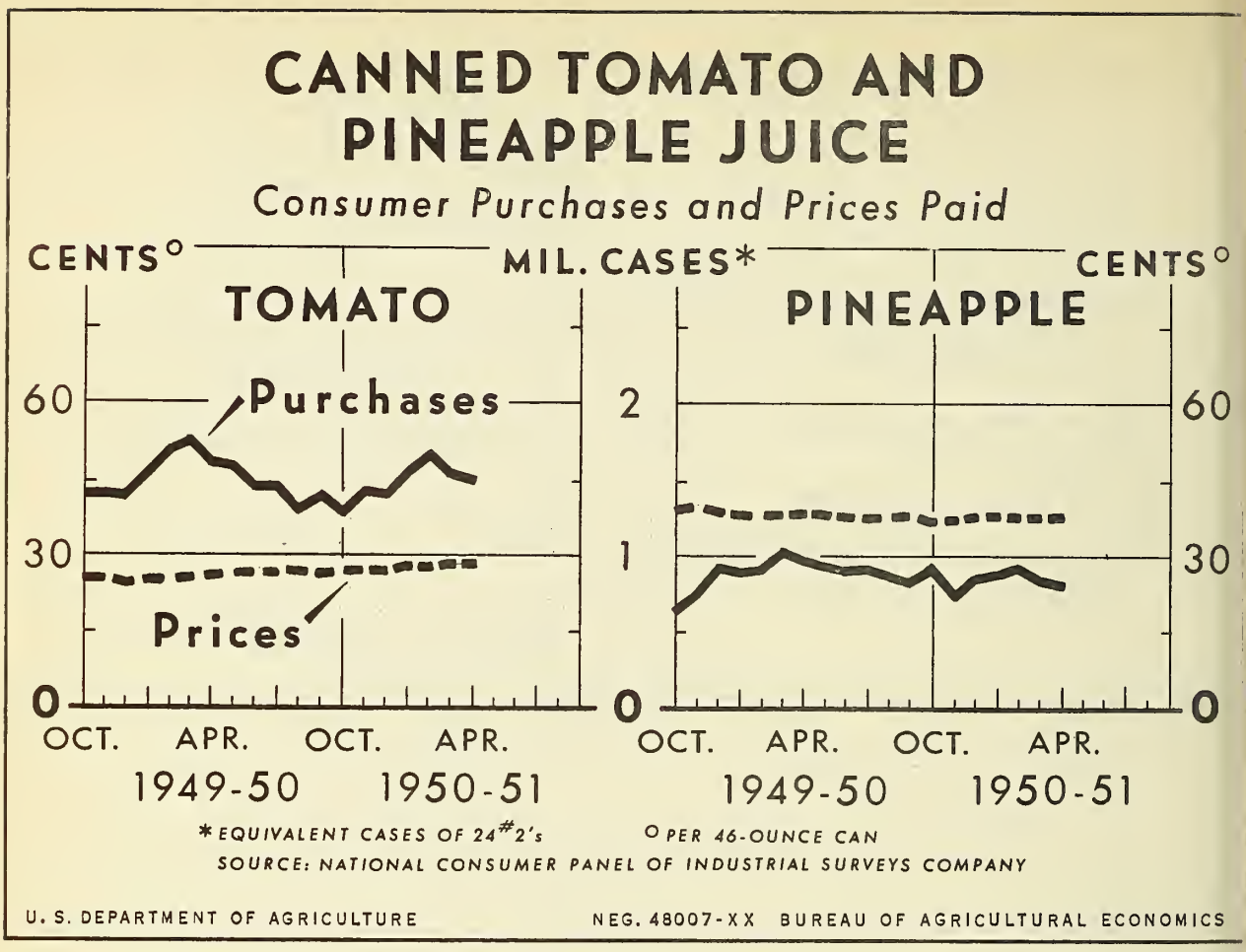

Fig.o.--Canned tomato and pineapple juice: Consumer purchases and prices paid, October 1949 to date

Period	Tomato				Pineapple			
	Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,293	1,396	27.1	24.8	915	656	37.2	39.1
November	1,426	1,413	27.4	24.8	757	762	37.4	39.7
December	1,416	1,393	27.5	24.6	857	924	37.7	38.9
October-December 2/	4,499	4,562			2,750	2,559		
January	1,580	1,545	28.0	25.6	892	901	37.7	38.4
February	1,641	1,692	27.9	25.6	925	919	37.4	38.2
March	1,529	1,754	28.3	26.1	829	1,027	37.4	37.9
October-March 2/	9,591	9,993			5,648	5,685		
April	1,493	1,610	28.3	26.5	808	990	38.0	38.3
May		1,578		26.9		938		38.4
June		1,452		26.9		920		38.0
October-June 2/		15,015				8,772		
July		1,452		26.9		927		37.8
August		1,293		27.4		871		37.9
September		1,394		26.9		838		38.0
Season 2/		19,480				11,626		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

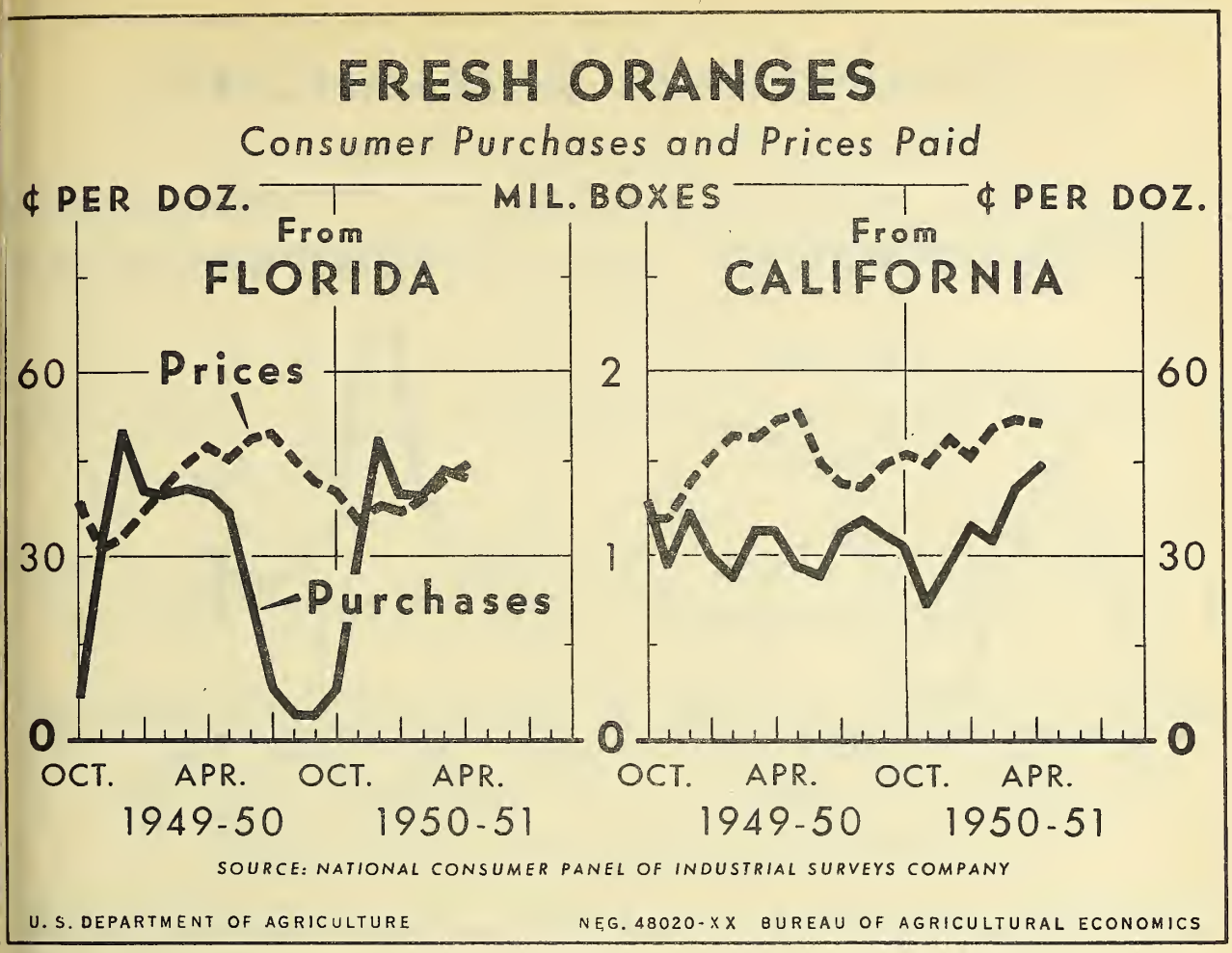

Fig.7.--Florida and California-Arizona oranges: Consumer purchases and prices paid, October 1949 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	278	218	40.5	38.6	1,045	1,293	46.5	36.0
November	999	1,029	35.6	31.2	738	945	45.4	36.1
December	1,640	1,664	38.3	32.9	938	1,231	49.4	42.1
October-December 1/	3,247	3,288			2,865	3,698		
January	1,333	1,346	36.8	37.0	1,152	1,003	45.9	46.0
February	1,327	1,331	39.4	41.1	1,074	887	50.7	49.4
March	1,451	1,365	42.1	44.5	1,370	1,123	52.1	49.0
October-March 1/	7,713	7,697			6,797	6,947		
April	1,412	1,340	44.6	48.0	1,472	1,121	51.8	52.3
May		1,229		46.3		934		53.2
June		778		48.8		902		44.6
October-June 1/		11,338				10,092		
July		258		50.2		1,135		41.5
August		122		46.2		1,183		40.9
September		120		42.1		1,107		44.9
Season 1/		11,863				13,807		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

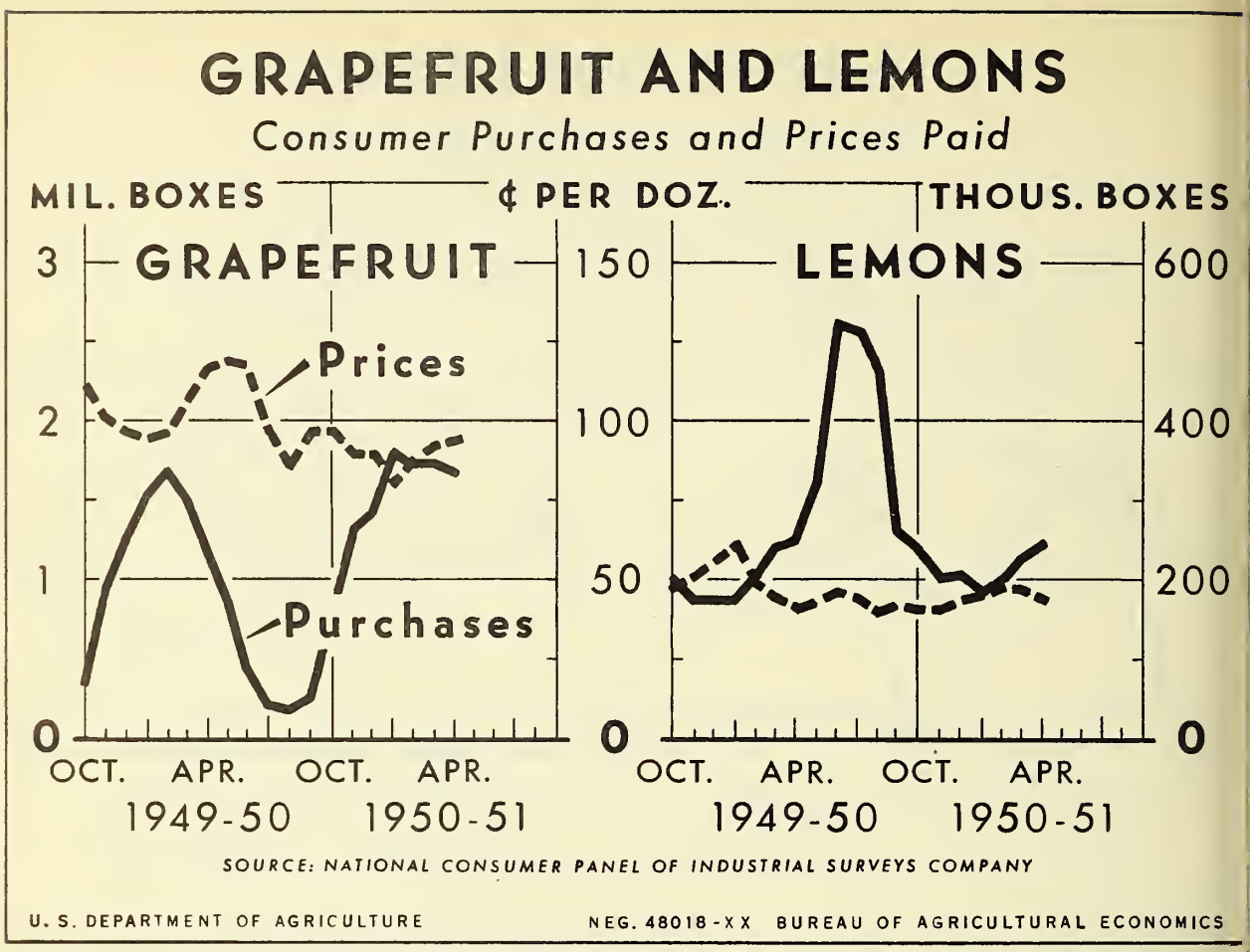

Fig. 8.--Grapefruit and lemons: Consumer purchases and prices paid, October 1949 to date

Period	Grapefruit				Lemons			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	830	334	96.9	110.5	236	199	40.5	46.8
November	1,319	953	88.5	100.7	201	174	40.8	51.0
December	1,425	1,255	88.5	96.2	204	172	42.8	55.9
October-December 1/	3,925	2,851			691	588		
January	1,810	1,533	80.6	93.8	193	172	44.8	61.3
February	1,709	1,670	87.3	96.3	200	204	48.1	48.1
March	1,713	1,477	91.8	106.4	224	242	46.9	44.4
October-March 1/	9,547	7,929			1,365	1,257		
April	1,660	1,123	94.0	117.4	246	249	42.3	40.8
May		861		118.9		320		42.4
June		422		116.5		519		45.5
October-June 1/		10,531				2,432		
July		214		97.4		512		44.4
August		172		85.5		464		40.3
September		262		96.6		257		41.3
Season 1/		11,212				3,772		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

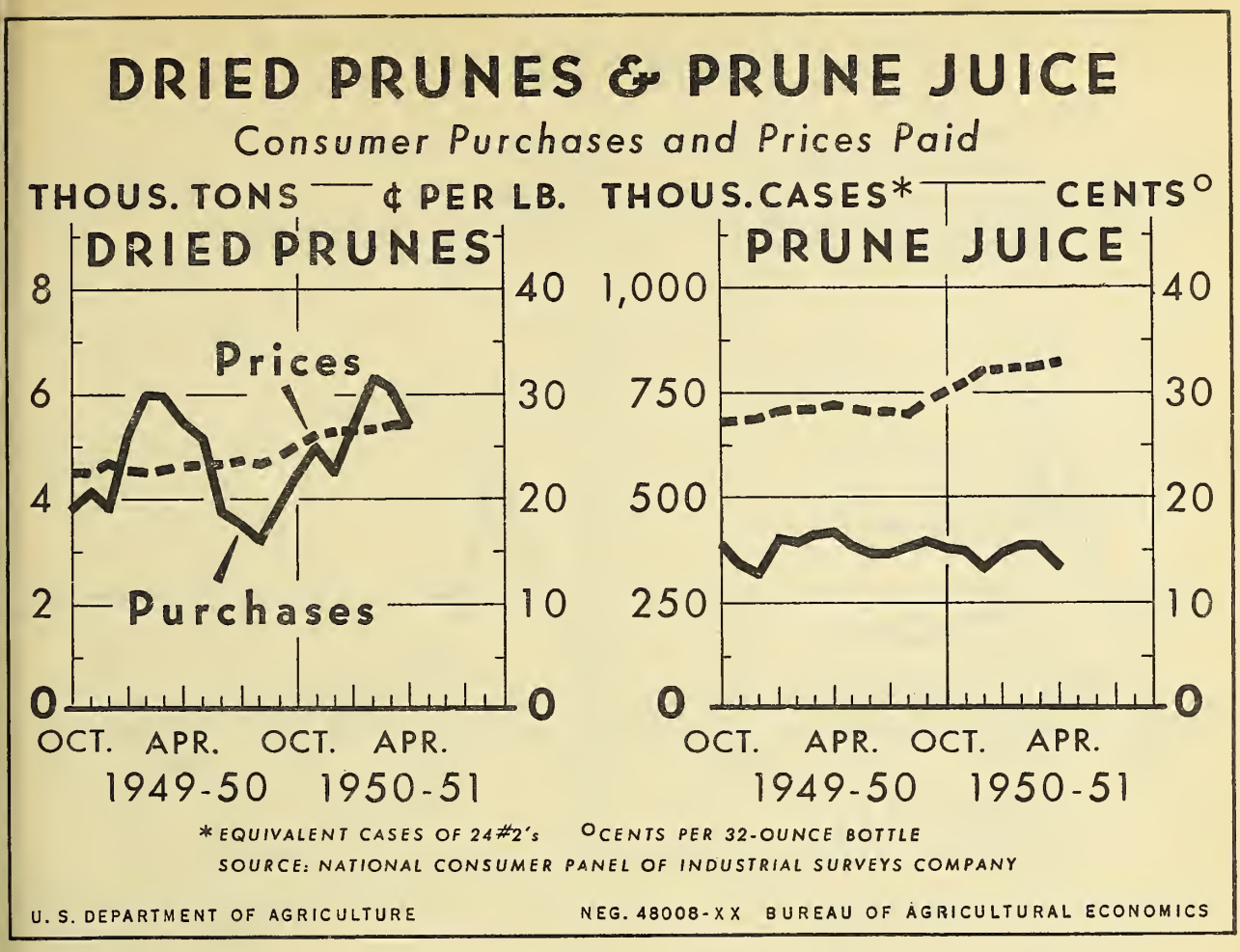

Fig.9.--Dried prunes and prune juice: Consumer purchases and prices paid, October 1949 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,485	3,804	25.0	22.6	381	383	30.1	27.1
November	4,996	4,120	26.0	22.6	373	337	30.9	27.3
December	4,541	3,840	26.4	23.6	328	317	32.0	27.5
October-December 2/	15,625	12,846			1,189	1,137		
January	5,364	5,222	26.6	22.7	368	402	32.2	28.1
February	9,318	5,980	26.7	22.6	387	393	32.3	28.4
March	6,075	5,952	27.1	22.8	386	408	32.4	28.5
October-March 2/	35,037	31,512			2,439	2,459		
April	5,405	5,528	27.1	23.0	334	417	32.9	28.7
May		5,174		23.1		386		28.5
June		3,756		23.2		369		28.4
October-June 2/		46,962				3,736		
July		3,507		23.7		368		28.4
August		3,193		23.3		379		28.0
September		3,872		23.9		395		29.3
Season 2/		58,253				4,978		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

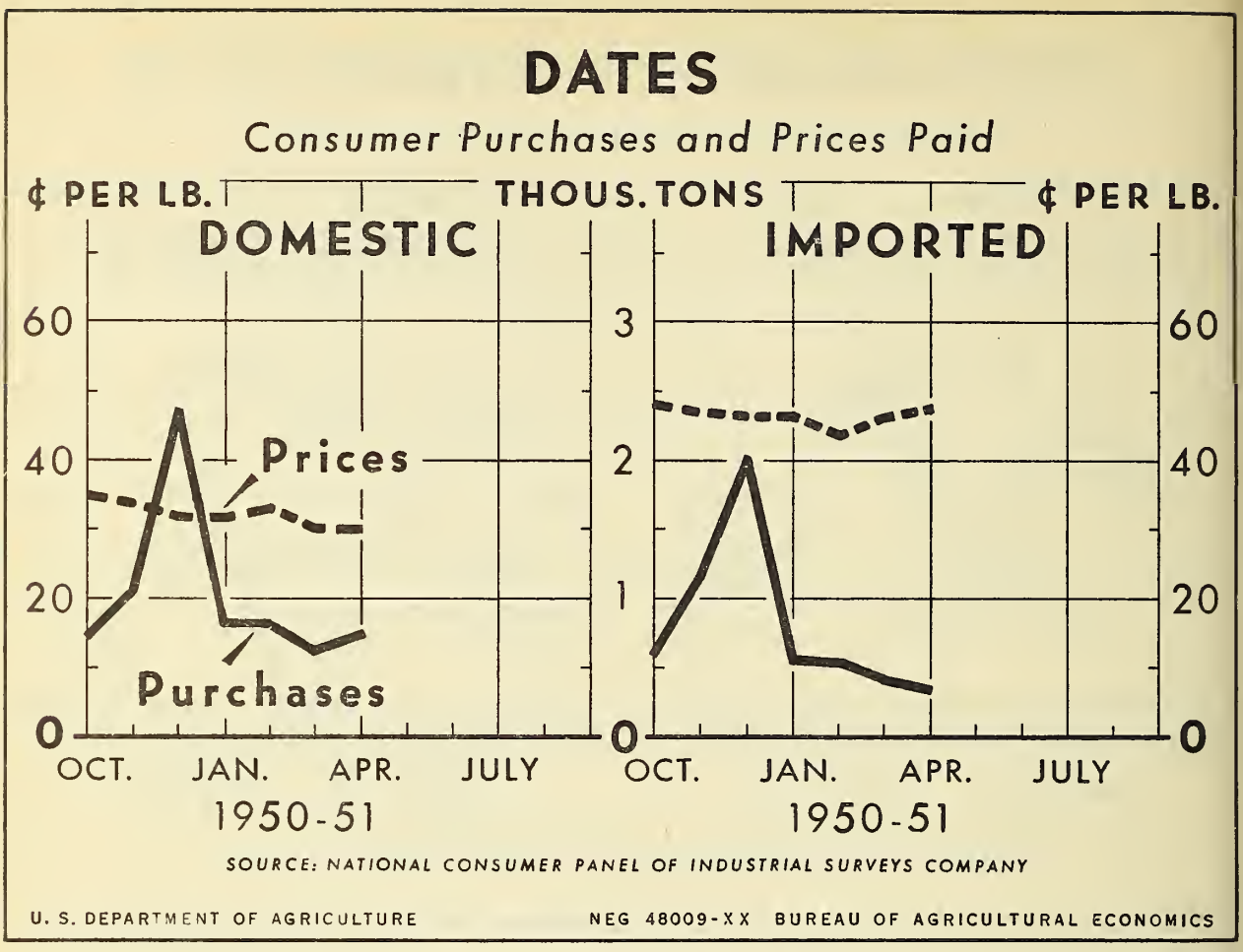

Fig.10.--Dates: Consumer purchases and prices paid, October 1950 to date

Period	Domestic		Imported	
	Purchases	Average prices per pound	Purchases	Average prices per pound
	Tons	Cents	Tons	Cents
1950-51				
October	729	35.0	596	48.2
November	1,073	34.0	1,178	47.0
December	2,371	32.0	2,029	46.6
October-December 1/	4,043		4,153	
January	815	31.7	562	46.6
February	824	32.8	537	43.6
March	625	30.3	410	46.4
October-March 1/	7,077		5,805	
April	725	30.0	315	47.7
May				
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices: U. S. total consumer purchases, percentage of families buying, and average prices, April 1951, March 1951 and April 1950 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per 6-oz.can.
	1,000 gallons	Percent	Cents
Orange juice			
April 1951	1,892	18.3	21.9
March 1951	1,872	18.5	22.1
April 1950	1,134	14.0	27.8
Grapefruit juice			
April 1951	51	1.2	15.5
March 1951	84	1.7	15.6
April 1950 2/	--	--	--
Orange-grapefruit blend			
April 1951	111	1.6	17.4
March 1951	129	1.6	17.5
April 1950 2/	--	--	--
Grape juice			
April 1951	121	2.6	25.2
March 1951	123	2.7	25.2
April 1950	75	1.8	26.0
Other concentrates			
April 1951	45	2/	17.4
March 1951	38	2/	19.3
April 1950 2/	--	--	--
Total			
April 1951	2,220	19.9	
March 1951	2,246	20.2	
April 1950	1,276	14.9	

1/ Each month represents a 4-week period.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, April 1951, March 1951, and April 1950 1/

Commodity	Consumer purchases cases of 24 No. 2's	Percentage of families buying	Average price per 46-oz. can 2/
	1,000 cases	Percent	Cents
Orange			
April 1951	1,403	13.8	33.2
March 1951	1,456	14.8	32.3
April 1950	1,565	15.9	39.1
Grapefruit			
April 1951	975	10.9	28.4
March 1951	1,049	11.8	27.8
April 1950	768	9.6	38.0
Orange-grapefruit blend			
April 1951	429	5.5	32.0
March 1951	537	6.1	31.8
April 1950	498	6.6	40.5
Lemon			
April 1951	48	2.8	10.6
March 1951	36	2.4	12.0
April 1950	37	2.2	13.2
Tomato			
April 1951	1,493	18.4	28.3
March 1951	1,529	18.8	28.3
April 1950	1,610	20.9	26.5
Pineapple			
April 1951	808	12.2	38.0
March 1951	829	13.1	37.4
April 1950	990	14.9	38.3
Prune			
April 1951	334	5.6	32.9
March 1951	386	6.5	32.4
April 1950	417	7.0	28.7
Total 3/			
April 1951	6,474	49.8	
March 1951	6,844	50.5	
April 1950	7,132	52.5	

1/ Each month represents a 4-week period.
2/ Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.
3/ Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

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Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, April 1951, March 1951 and April 1950 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per dozen
	1,000 boxes	Percent	Cents
Oranges			
California-Arizona			
April 1951	1,472	27.9	51.8
March 1951	1,370	27.0	52.1
April 1950	1,121	23.9	52.3
Florida			
April 1951	1,412	22.5	44.6
March 1951	1,451	23.5	42.1
April 1950	1,340	23.0	48.0
Total 2/			
April 1951	3,401	51.9	47.7
March 1951	3,375	52.6	46.5
April 1950	3,002	49.6	49.2
Grapefruit			
California-Arizona			
April 1951	240	4.2	72.8
March 1951	225	4.2	73.2
April 1950 3/	--	--	--
Florida			
April 1951	856	15.3	98.8
March 1951	872	16.7	94.4
April 1950 3/	--	--	--
Total 4/			
April 1951	1,660	30.1	94.0
March 1951	1,713	33.1	91.8
April 1950	1,123	23.9	117.4
Lemons			
April 1951	246	24.0	42.3
March 1951	224	23.3	46.9
April 1950	249	23.8	40.8

1/ Each month represents a 4-week period.
2/ Includes purchases of Texas oranges and those which were not identified as to origin.
3/ Information not available.
4/ Includes purchases of Texas grapefruit and those which were not identified as to origin.

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Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, April 1951, March 1951, and April 1950 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apples			
April 1951	196	1.1	47.8
March 1951	252	1.2	43.8
April 1950	191	1.0	36.9
Apricots			
April 1951	807	3.4	59.5
March 1951	728	3.2	58.7
April 1950	725	3.8	49.7
Dates			
Domestic			
April 1951	725	2.5	30.0
March 1951	625	2.7	30.3
April 1950 2/	--	--	--
Imported			
April 1951	315	2.1	47.7
March 1951	410	2.8	46.4
April 1950 2/	--	--	--
Total 3/			
April 1951	1,188	4.9	34.3
March 1951	1,255	6.1	34.9
April 1950	753	3.4	33.4
Figs			
April 1951	145	.7	48.1
March 1951	175	.9	37.3
April 1950	375	1.2	34.1
Mixed fruit			
April 1951	193	.9	44.1
March 1951	191	1.0	42.4
April 1950	328	1.5	31.9
Peaches			
April 1951	481	1.8	41.9
March 1951	389	1.8	43.0
April 1950	476	2.0	32.1
Prunes			
April 1951	5,405	14.7	27.1
March 1951	6,075	15.9	27.1
April 1950	5,528	13.9	23.0

1/ Each month represents a 4-week period.
2/ Information not available.
3/ Includes purchases of dates which were not identified by origin.
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purchases and average prices, April 1951 (4-week period)

Commodity	Purchases				Average prices		
	Percentage of all families buying	Total all families	Per 1,000 capita	Size of average purchase	Per actual unit		Per equivalent No. 2 can
	Percent	1,000 cases 1/	Cases 1/	Ounces	Size	Cents	Cents
Canned juices							
Orange	13.8	1,403	9.3	61.6	46 oz.	33.2	13.4
Grapefruit	10.9	975	6.5	58.3	46 oz.	28.4	11.5
Orange-grapefruit blend	5.5	429	2.9	57.2	46 oz.	32.0	12.7
Tangerine	1.4	77	.5	47.5	46 oz.	31.0	12.7
Lemon	2.8	48	.3	14.7	5½-6oz.	10.6	35.8
Apple	3.7	263	1.8	47.8	32 oz.	23.7	12.1
Grape	4.6	152	1.0	27.1	32 oz.	41.0	26.9
Pineapple	12.2	808	5.4	46.9	46 oz.	38.0	15.3
Prune	5.6	334	2.2	36.9	32 oz.	32.9	18.5
Tomato	18.4	1,493	10.0	48.0	46 oz.	28.3	12.0
Vegetable combination	3.3	177	1.2	40.2	46 oz.	37.1	15.6
Other juices	2/	315	2.1	39.4	46 oz.	37.2	16.0
Total	49.8	6,474	43.2	48.8			13.8
Frozen concentrated juices	Percent	1,000 gallons	Gallons	Ounces	Size	Cents	
Orange	18.3	1,892	12.6	13.6	6 oz.	21.9	
Grape	2.6	121	.8	9.0	6 oz.	25.2	
Grapefruit	1.2	51	.3	11.7	6 oz.	15.5	
Orange-grapefruit blend	1.6	111	.8	13.1	6 oz.	17.4	
Other concentrates	2/	45	.3	12.8	6 oz.	17.4	
Total	19.9	2,220	14.8	13.2			

1/ Equivalent cases of No. 2 cans, 432 ounces per case.
2/ Information not available.

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Table 6.--Fresh citrus fruit: U. S. total consumer purchases and average prices, April 1951 (4-week period)

Commodity	Purchases				Average price per dozen
	Percentage of all families buying	Total all families	Per 1,000 capita	Size of average purchase	
	Percent	1,000 boxes	Boxes	Units	Cents
Oranges					
California-Arizona	27.9	1,472	9.8	10.3	51.8
Florida	22.5	1,412	9.4	12.3	44.6
Texas	1.2	43	.3	11.2	45.1
Unidentified	11.6	474	3.2	10.7	45.1
Total	51.9	3,401	22.7	11.1	47.7
Grapefruit					
California-Arizona	4.2	240	1.6	5.0	72.8
Florida	15.3	856	5.7	4.3	98.8
Texas	4.2	129	.9	4.1	100.0
Unidentified	11.7	435	2.9	4.0	93.1
Total	30.1	1,660	11.1	4.3	94.0
Tangerines	.7	22	.1	10.6	29.5
Lemons	24.0	246	1.6	5.6	42.3
Limes	.2	69 1/	.5 2/	8.9	41.4
Total	64.3	5,329 3/	35.5 3/	8.3	53.9

1/ 1,000 dozens
2/ Dozens of units
3/ Totals do not include limes.

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Table 7.--Dried fruit: U. S. total consumer purchases and average prices, April 1951 (4-week period)

Commodity	Purchases				Average price per pound
	Percentage of all families buying	Total all families	Per 1,000 capita	Size of average purchase	
	Percent	Tons	Pounds	Ounces	Cents
Apples	1.1	196.0	2.6	11.5	47.8
Apricots	3.4	806.6	10.8	15.1	59.5
Dates					
Domestic	2.5	725.4	9.7	17.7	30.0
Imported	2.1	314.6	4.2	9.8	47.7
Unidentified	.5	147.7	2.0	19.9	27.3
Total	4.9	1,187.7	15.8	14.7	34.3
Figs	.7	144.8	1.9	13.6	48.1
Mixed dried fruit	.9	192.8	2.6	15.3	44.1
Peaches	1.8	481.3	6.4	16.0	41.9
Pears 1/	.1	12.9	.2	13.3	48.0
Prunes	14.7	5,405.3	72.1	22.6	27.1
Total	2/	8,427.4	112.4	19.0	33.3

1/ Too few purchases represented to permit significant analysis.
2/ Data not available.

National Consumer Panel of Industrial Surveys Company.